

College of Charleston Summer 2012 Costa Rica

Program Dates:

July - August, 2012

Program Fee:

\$3,532*

(*subject to change and does not include tuition)



Program Courses:

(students enroll in both courses)

TRAN 360: Doing Business in Costa Rica

MKTG 360: Sustainability Issues in Costa Rica

Program Information:

The two courses offered in this program count as upper level Business electives or general electives for non-Business majors. The length of this program satisfies the study abroad requirement for International Business majors.

The **TRAN 360: Doing Business in Costa Rica** course will introduce students to the cultural, legal and business environments in Costa Rica. The course will focus on the practical issues that a foreigner will encounter in conducting business in international venues, focusing on managing in a developing or transition economy in a third world country, and combining the academic research and skills with the experience and wisdom of management practitioners. The **MKTG 360: Sustainability Issues in Costa Rica** course will provide students with knowledge on how sustainability is managed in Costa Rican businesses. It will also allow students to interact with locals and learn how the Costa Rican consumers are ready for green products. Both courses are hands-on and require interaction with the local culture. Visits to companies are part of the program, companies such as Boston Scientific, Intel, Café Britt, Finca Don Carlos, Dos Pinos, Port or Charleston, and the Institute of Technology of Costa Rica.

Program Directors:

Dr. Marvin Gonzalez, Marketing and Supply Chain MGMT, gonzalezm@cofc.edu, 843-953-4276

Dr. Gonzalez is Associate Professor of Decision Sciences. He has worked in multiple international scenarios including Costa Rica, Mexico, U.S., Canada and Spain. His research is well known in the area of international studies and benchmarking.

Dr. Gioconda Quesada, Marketing and Supply Chain MGMT, quesadaq@cofc.edu, 843-953-4276

Dr. Quesada is Associate Professor of Information Systems and Decision Sciences. She has international experience in Costa Rica, the U.S., and Spain. She is the director of the FIPSE grant about Greening the Supply Chain in NAFTA and is the NASBITE Certified Global Business Professional (CGBP).

To Apply:

Applications can either be downloaded from the CIE website, <http://international.cofc.edu>, or picked up in the CIE office. All applications must be submitted to **Julie Swigert, Study Abroad Coordinator, Center for International Education, swigertj@cofc.edu, 843-953-7823.**

The Program Fee of **\$3,532*** includes a non-refundable \$50 application fee, round-trip airfare, lodging, ground transportation, lunch daily, medical insurance, and entrances into sites. **TUITION FOR THE COURSES IS NOT INCLUDED.**

Application deadline is **March 2, 2012**. Deposit of \$550 will be posted to the student's MyCharleston account once the application has been submitted to, and approved by, the CIE. Scholarships of up to \$1500 are available to CofC students for study abroad. Eligibility is based on demonstrated financial aid and academic merit.